



Local Lines

Shrewsbury Electric and Cable Operations
508-841-8500

What's
Happening at
SELCO
August, 2007

New Programming Poll Available Online

SELCO is looking to add channels to our cable lineup and we want your input.

Visit www.Shrewsbury-MA.gov/cable/poll.asp from August 1st to 31st to vote on which channels you'd like to see added to the SELCO lineup!

Channels under consideration for each category are as follows:

SELCO Digital Cable

Biography Channel
Great American Country
History International
Horse Racing TV (HRTV)
Superstation WGN

High-Definition TV

A&E HD
Food Channel HD
HGTV HD
History Channel HD
NFL Network HD
Versus/Golf HD

Video On-Demand

A&E
History Channel
NECN
Speed
Oxygen

More information on channel programming will be available on our website to assist you in the voting process.

Let us know what you want to see added to your lineup by voting online at www.Shrewsbury-MA.gov/cable/poll.asp

This poll is being conducted online only. SELCO is not obligated to add any of the channels listed, regardless of the number of votes received. This poll is for research purposes only.

Win a Garmin GPS Navigation System from SELCO and Fine Living Sign Up for the SELCO Super Pack Before Sept. 5th

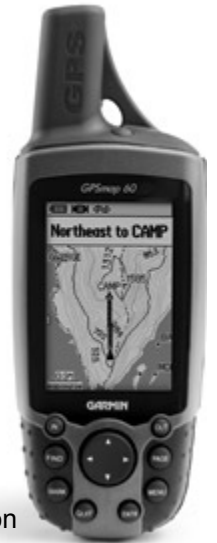
Now's the time to upgrade!!! Any customer signing up for the SELCO Super Pack from August 1st through September 5th will automatically be entered in a drawing to win a **Garmin GPSMAP® 60** handheld navigation system courtesy of **Fine Living TV Network** (SELCO Digital Cable Ch. 230).

SELCO Super Pack: SELCO Digital Cable + TownISP Standard Speed Internet + SELCO Telephone for JUST \$119.95/mo!

About the Garmin GPSMAP® 60

GPSMAP 60 has 24 megabytes (MB) of internal memory for storing marine, topo and city street maps from optional MapSource® mapping software. Just find the place you want to go to, and the GPSMAP® 60 (**\$249.99 MSRP**) can route you there, on roads or off. The GPSMAP® 60 also offers special geocaching features, indoor and outdoor games, an alarm clock, sunrise/sunset and moon phase tables, optimal hunting and fishing times — plus much more.

- Built-in base map with automatic routing capabilities to guide you, turn-by-turn, with tone prompts to your destination
- Large, sunlight-readable, four-level grayscale display with bright LED backlight makes it easy to find your way, day or night
- 28 hours of battery life for more hours of outdoor enjoyment
- WAAS-enabled for even more precise location and navigation
- Both serial and USB connections for fast and versatile connection to your computer



Call SELCO at 508-841-8500 to upgrade to the SELCO Super Pack before September 5th. The winner of the Garmin GPSMAP® 60 handheld navigation system will be announced September 10th. This contest is for new SELCO Super Pack customers only.

Energy Efficient Light Bulbs Available from SELCO



SELCO is offering 25W energy efficient light bulbs for just \$1.50 each. These 25W compact fluorescent bulb (CFL) is equal to a 100W incandescent in brightness, but uses just ¼ the electricity and has a life of approximately 7 years.

Come by the SELCO office to purchase your energy efficient bulbs today. Limit three bulbs per electric account. Or place your order online by visiting www.estarlights.com and clicking on "Shrewsbury."

Please properly dispose of fluorescent light bulbs, they contain mercury and should not be thrown away. The Shrewsbury Health Dept. offers free fluorescent light bulb recycling. Simply drop old fluorescent light bulbs off at the Health Dept. or the SELCO office in the Town Hall.

SOAPnet Coming to SELCO Digital Cable Channel 246

SELCO will be launching SOAPnet on SELCO Digital Cable channel 246 in late summer.

SOAPnet, the new way to watch soaps, offers same day episodes of popular daytime dramas including *All My Children*, *Days of our Lives*, *One Life To Live* and *General Hospital* at night for convenient viewing.

In addition, the network provides inside access to stars and storylines with original programs including the Emmy®-nominated one-hour talk show, *Soap Talk*, the biography show *Soapography*, *1 Day With...*, and the reality series *I Wanna Be A Soap Star*.

SOAPnet also offers primetime classics including *Melrose Place*, *Beverly Hills 90210*, *Dynasty*, *Dallas* and *Knots Landing* as well as former daytime series *Port Charles*, *Ryan's Hope* and *Another World*.



SELCO to Revamp Video On Demand Menu Format

During the months of July and August SELCO will be updating the existing Video On Demand (VOD) menu for our Digital Cable customers.

This upgrade will make navigation and program selection faster and easier. This means a more enjoyable experience and increased value for our customers.

During this time, categories within the VOD menu will be unavailable for short periods of time while the menu is being updated. There will also be a period of adjustment while all the genres and categories within the menu are fine-tuned.

This upgrade should be completed by late August and we will work to make this process as smooth as possible.

SELCO thanks you for your patience. We are confident that any temporary inconvenience you may experience is well worth the end result.



Fairlawn 69kV Project Complete

The Fairlawn 69kV project, which was begun last August, is now complete. Two 69,000 Volt (69kV) underground cables, originally installed in 1967 and 1972, which supply power from the Rolfe Ave Substation to the Logan Substation on Worthington Ave. were replaced as they had reached the end of their useful life.



Logan Substation on Worthington Ave.

"The new cables will provide for growth and ensure system reliability," said SELCO Manager of Engineering Ralph Iaccarino.

The project was completed within budget, and included upgrades and improvements to both the Rolfe Ave. and Logan Substation facilities as well as the 69kV cable replacement.



Preparing to Encase the New 69kV Cables in Concrete

Maximum College Football!



\$109 Early Bird Special
Call 508-841-8500 Before 8/31/07!

SELCO SUPER PACK \$119.95/MO THREE GREAT SERVICES, ONE GREAT PRICE



SELCO DIGITAL CABLE



SELCO TELEPHONE



TOWNISP STANDARD
SPEED INTERNET

**CALL 508-841-8500 TO GET CABLE,
TELEPHONE AND INTERNET ON ONE BILL**

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Summer Office Hours: 7:30 a.m. to 4:30 p.m. M-F